

**2016
William M. Heenan, Jr.
Pennsylvania Recycling Markets Development Award
Application**



William M. "Bill" Heenan, Jr. was a Board member of the Pennsylvania Recycling Markets Center, Inc. (RMC) at its inception in 2005, until his retirement in 2010. Prior to 2005, Bill was instrumental in supporting the Pennsylvania Department of Environmental Protection to launch the RMC.

Bill's outlook on recycling was that the average citizen knows what to do and can make a difference. But more importantly, young workers need to join the business side of recycling to provide an influx of new ideas and energy and to replace the aging workforce.

Bill brought a tremendous amount of enthusiasm in promoting the use of steel in a wide-range of industries and products. He often was invited to give presentations at state, national and international conferences.

Bill earned a B.S. in Marketing/Accounting from St. Thomas University. He was a member of numerous organizations, including a lifetime board member of the National Recycling Coalition, a board member of Keep America Beautiful, Inc., and Keep Pennsylvania Beautiful. He was the recipient of the 2013 Steel Market Development Institute Lifetime Achievement Award and the National Recycling Coalition (NRC) at the 2004 National Recycling Coalition's Congress & Exposition in San Francisco named Bill "Recycler of the Year".

For 20 years, Bill served as President of the Steel Recycling Institute (SRI), a business unit of the American Iron and Steel Institute, dating from 1990 until his retirement in 2010. In all, Bill had 40 years of experience in the steel industry. "SRI is an industry association that promotes and sustains the recycling of all steel products. The SRI educates the solid waste industry, government, business and ultimately the consumer about the benefits of steel's infinite recycling cycle."

Bill Heenan, our colleague, mentor and friend, sadly passed away on December 6, 2013. We recognize Bill's international contributions to the recycling industry with his namesake of this award, most notably as an endeared founding Board Director of the Pennsylvania Recycling Markets Center, Inc.



Pennsylvania Recycling Markets Center, Inc. Board of Directors & Officers

RMC Board of Directors

- Michele Nestor, RMC Board Chair; President, Nestor Resources, Inc.
- Robert Anderson, Regional Business Development Manager, ReCommunity Mid-Atlantic
- Mukund Kulkarni, PhD., Chancellor, Penn State Harrisburg
- Meg Morris, Vice President, Materials Management & Community Affairs, Covanta Energy
- Sheri Collins, Deputy Secretary, Office of Technology & Innovation, Pennsylvania Department of Community & Economic Development
- Tom Palisin, Executive Director, Manufacturers' Association
- Ken Reisinger, Director, Bureau of Waste Management, Pennsylvania Department of Environmental Protection
- Joanne Shafer, Deputy Director, Centre County Recycling & Refuse Authority
- Craig Brooks, Executive Director, Joint Legislative Air & Water Pollution Control and Conservation Committee, Retired
- John McCullam, Vice President, Ultra-Poly Corporation
- Robert Bylone, Jr., *Ex-Officio, Pennsylvania Recycling Markets Center, Inc.*
- James Close, *Ex-Officio, Recycling Fund Advisory Committee*
- Lee Fox, *Ex-Officio, Mid-America Council of Recycling Officials*
- Linda Knapp, *Ex-Officio, Mid-Atlantic Consortium of Recycling & Economic Development Officials*
- Mary Ann Remolador, *Ex-Officio, Northeast Recycling Council*

RMC Officers

- Robert Bylone, Jr., President, Executive Director
- Michele Nestor, RMC Board Chair; President, Nestor Resources, Inc.
- Robert Anderson, Secretary, Regional Business Development Manager, ReCommunity Mid-Atlantic
- Joseph Doncsecz, Treasurer, Associate Vice-President of Finance and Corporate Controller, The Pennsylvania State University



Who is eligible?

Any company, group, program, organization or individual:

- 1) With manufacturing operations in the state of Pennsylvania using a Pennsylvania generated recycled material to manufacture a product;
- 2) Those processing Pennsylvania recycled materials within Pennsylvania that allow for use of the recycled material in Pennsylvania.

Who may nominate?

Individuals, groups, companies, programs, and organizations may nominate themselves or a third party may make nominations.

How is the award winner selected?

A distinguished, nationally recognized panel of judges will select the award winner, including experts from the Pennsylvania Recycling Markets Center Board of Directors.

What achievements are eligible for the award?

- Development and/or implementation of a new, innovative technology that significantly improves the efficiency of processing Pennsylvania recycled materials;
- Development and/or implementation of a new, innovative materials processing technology or concept that allows a typically non-recyclable material to be end-user ready;
- Novel application of an existing recycled materials processing technology that significantly improves processing of Pennsylvania recycled materials;
- Unique application of Pennsylvania based recycled material(s) in manufacturing of a recycled content, Pennsylvania-Made product;
- Implementation of a unique or novel use for a Pennsylvania-Made recycled content product;
- Development and/or manufacture of a Pennsylvania-Made recycled content product from Pennsylvania based recycled materials;
- Other Pennsylvania based processing or manufacturing initiatives that significantly stimulate markets development of Pennsylvania recycled materials.



Criteria.

- The achievement must have been underway between January 1, 2015 and June 30, 2016 to be eligible for review.
- All documents are due by 4pm, September 30, 2016, electronic submissions only to: Melanie Morrison at mmorrison@pennrmc.org

Award benefits and presentation of award.

- The presentation of the award will be made in October or November 2016 in Harrisburg, Pennsylvania.
- The award recipient will be recognized at an award event to be held in October or November 2016. Award benefits include:

Public relations services, provided by the marketing and communications firm PPO&S (www.pposinc.com) as follows:

- Recognition in Press Announcement, including distribution to over 20 national and state recycling and waste publications;
- Invitation and potential interview by regional, state, and national press and media at award event;
- Creation and distribution of a media/promotion kit to support award achievement coverage.

The award recipient will also receive an award to showcase at their place of business.



Pennsylvania
Recycling Markets Center
The Keystone of Recycling Markets Development

2016

WILLIAM M. HEENAN, JR. PENNSYLVANIA RECYCLING MARKETS DEVELOPMENT AWARD

APPLICATION

Nominee Information

Company Name: _____

CEO Name: _____

Address: _____

Street Address

City

State

ZIP Code

Phone Number: _____ Fax Number: _____

E-mail Address: _____

Website Address: _____

Does the organization have any unresolved compliance issues with the EPA, PADEP or other state, federal or local authorities? If yes, please include a brief explanation.

Nominating Party Contact Information

Company Name: _____

Contact Name: _____

Phone Number: _____

E-mail Address: _____



Project Description

- 12pt Times New Roman, printed double-sided, double-spaced, and printed on recycled-content paper.
- Initiative or product name, fully described in writing.
- Description of your company.
- Which recycled material(s) generated in Pennsylvania does your initiative utilize?
- Of this material, how many Pennsylvania tons are utilized per year?
- Please estimate your investment in the following areas during the timeframe delineated under "Criteria":
 - Research and development
 - Product Commercialization and Marketing
 - Capital investment
 - Annual job creation quantity or jobs sustained annually
 - Annual payroll
 - Annual taxes contributed to Pennsylvania and local authority
- Do you have an integrated sustainability effort? If yes, please describe the details of your effort.

Questions

Please contact Pete Previte, Recycling Markets Development Manager, at pprevite@pennrmc.org or 717-948-6660.